

## Claims:

1. A fragrance composition consisting of particles of a dried emulsion, wherein said particles consist of a matrix of a polymeric surfactant material, having dispersed therein liquid droplets of fragrance-containing oil.
2. A fragrance composition according to claim 1 wherein the polymeric surfactant is selected from the group consisting of
  - I) Homopolymers , selected from polyvinyl compounds, such as poly (vinyl acetate), poly (vinyl alcohol) or poly (vinyl pyrrolidon); polycarboxylic acids, such as poly(acrylic acid) and poly(methacrylic acid); polysulfonic acids, such as poly (styrene sulfonic acid); polyesters, such as glycol polyacrylate; polyamides, such as poly (acryl amide); polyurethanes, such as polyurethane that contain ionic groups, such as carboxylic acid, sulfonic acid or tertiary amines; or a polyurethane that contains nonionic hydrophilic groups, such as ethylene oxide; poly (ethylene oxide), poly(propylene oxide) and polyalkylene glycol derivatives;
  - II) polycondensates, such as ethoxylated phenol, formaldehyde resins, sulfonated aromatic formaldehyde resins, urea or melamine, formaldehyde compounds, polyamide, polyamine, and epichlorohydrin resins;

- III) AB copolymers wherein A is a more water-soluble or water swellable moiety and B is a less water-soluble or water-swellable moiety selected from styrene copolymers, such as styrene-acrylic acid polymers or styrene-ethylene oxide polymers, copolymers of polyvinyl and maleic acid compounds, such as styrene, maleic anhydride polymers or vinyl acetate, maleic acid ester polymers, polyvinyl - polyalkylene copolymers, such as vinyl acetate - ethylene polymers, ethylene - acrylic acid - acrylic acid ester polymers or ethylene - acrylic acid - acrylonitrile polymers, vinyl copolymers, such as vinyl acetate polymers, acrylic acid - acrylonitrile polymers, acrylic acid - acryl amide polymers;
- IV) ABA block copolymers selected from polymers wherein for "A" water-soluble or water-swellable moieties such as poly(ethylene oxide), poly (vinyl alcohol), poly (acrylic amid), poly (acrylic acid), poly (vinyl pyrrolidon), or poly(caprolactone); and for "B" less water-soluble or sparingly water-soluble moieties such as poly (propylene oxide), poly (vinyl acetate), poly (vinyl butyral), poly (lauryl methacrylate), polystyrene , poly (hydroxystearic acid), polysiloxane,
- V) B(A)<sub>n</sub> graft or comb polymers selected from for "A" from water-soluble or water-swellable moieties such as vinyl alcohol, vinyl acetate, ethylene oxide, propylene oxide, vinyl sulphonates, acrylic acids and vinyl amines, "B"

is selected from vinyl polymer chains or siloxane chains,

VI) Natural polymeric emulsifiers such as cellulose derivatives, such as carboxymethylcellulose, hydroxypropylmethylcellulose, methylcellulose and other derivatives thereof.

3. A fragrance composition according to claim 1 or claim 2 wherein the polymeric surfactant is polyvinyl alcohol having a molecular weight of more than 10,000 Daltons and less than 40,000 Daltons.
4. A fragrance composition according to claim 3 wherein the polyvinyl alcohol has a degree of hydrolysis of between 70 and 100%.
5. A fragrance composition according to any of the preceding claims absent any polysaccharide emulsifying agents.
6. A fragrance composition according to any of the preceding claims absent any modified-starch emulsifying agents.
7. A fragrance composition according to any of the preceding claims absent any octenyl succinate-modified starch emulsifying agents.
8. A perfumed article containing a fragrance composition as defined in any of the preceding claims.

9. A perfumed article according to claim 8 wherein it is a deodorant composition.
10. A perfumed article according to claim 8 wherein it is a humidity absorber.
11. A perfumed article according to claim 10 comprising calcium chloride.
12. A perfumed article according to claim 8 wherein it is a soap.
13. A process of encapsulating a fragrance material comprising the step of dispersing or emulsifying an oil phase containing fragrance material in a continuous phase consisting essentially of water and a polymeric surfactant as defined above, and thereafter spray drying the emulsion to remove water.